

FEAR SHORTAGE, PLAN INVENTORY OF STEEL

Danger of Slowing Up of Vital War Industries Causes Action

SOME RESELL SUPPLIES

Priority Regulation Forbids Such Sales Unless Approved by Replogle

Washington, July 17. Surface indications of steel shortage great enough to slow up vital war industry and ship construction caused a stir among the heads of the Government's war agencies and resulted in action which means a call for an inventory of steel stocks in the United States.

At the same time, the war industries board tightened its priority regulations by issuing a warning to certain manufacturers on the preferential list. The warning says:

"The attention of the war industries board has been called to the fact that certain manufacturers now on the preference list for steel supply are reselling steel that has been delivered to them as a result of Government priority assistance.

In order to prevent abuses of this priority privilege, the board has passed a resolution that, if any such sales are made hereafter without the approval of J. Leonard Replogle, director of steel supply of the war industries board, the manufacturer who is responsible for those resales will be dropped from the preference list and will not receive further priority assistance.

Shipping board officials made no secret of the fact that the output of steel plates would have to be increased if all shipbuilders live up to the speed of the highly efficient yards are attaining. They said a shortage of steel already was distinctly evident in "spots," and the present plate-milling facilities must be augmented to assure the projected output of seagoing tonnage.

It was said at the shipping board that many of the fastest shipyards are nearing a schedule of five ships per year per yard and others soon will reach a pace of four or three ships per yard per year.

Government officials have reason to believe that large stocks of steel are in the hands of manufacturers that might well be utilized for essential Government needs now. Adequate figures on the amounts of these stocks are not available, and immediate inventories will be requested from big steel consumers.

With the co-operation of the Department of Justice, the War Department is putting into effect a system of control designed to prevent the Government in the procurement of all war materials.

The new system provides for a review of every contract by boards of control, consisting of representatives of the War Department, the War Relocation Administration, and the War Relocation Administration, a daily fiscal survey and also for public information on War Department needs.

Operation of this plan is expected to remedy conditions revealed by the recent audit of contingent fee agents and the raising of prices of manufacturers over the country. The agents, it was charged, received large fees for procuring Government contracts for manufacturers, the fees being added to the price paid by the Government.

The general staff recently ordered that, except in cases of immediate necessity, no contracts should be made with sales agents, but direct with manufacturers or jobbers carrying the stocks needed.

PLANES BIG FACTOR IN STOPPING DRIVE

Kept Allies Informed of German Activity Before Blow Was Delivered

By the United Press London, July 17.

One of the chief causes in the lack of success of the Germans' fifth and most ambitious drive this year is the great improvement in the Allied intelligence work since the previous enemy effort. This is due largely to our steady growing aerial superiority, which renders even partial surprise at this time impossible.

Not only was the general locality but almost the exact frontage of the prospective attack long known, enabling the most effective counter-preparations, among which was the massing of sufficient reserves without denuding the lines to the north.

In these preparations, the extent of the American participation cannot now be entirely revealed.

Even if the present offensive is merely checked, instead of definitely held, it must so far be considered an inglorious defeat, inasmuch as despite the lengthiest and most elaborate preparations, none of the German objectives has been achieved.

The net result has been only isolated penetrations on comparatively lightly held front positions, without even denting the main battle-line—and this at the heaviest cost.

The early supposition that this drive was probably a "side show" now seems erroneous. British and French military authorities generally agree that developments show the German concentration on both sides of Rheims was too great to allow effective operations anywhere else until later.

Dr. Mr. I am really sorry that you were out when I called yesterday. Of course, I wanted to sell you some goods, but I also wanted the opportunity of saying "hello" to you. It will be weeks before I shall be with you again, and between my letter telling you how you were, and my letter telling you how you were, you will have to wait a long time before I can see you again. I will personally guarantee that they will please you.

Addressed envelope is inclosed for your reply. With kindest personal regards, Respectfully yours, Change this letter to fit actual conditions, of course.

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GREATEST RUPTURE RETAINER

FRANCE'S DEFENSE

BUSINESS CAREER OF PETER FLINT

A Story of Salesmanship by Harold Whitehead (Copyright)

Mr. Whitehead will answer your business questions on buying, selling, advertising and employment. Ask your questions clearly and give the facts. Your questions will be answered in this column. The most interesting problems of inquirers will be chosen for the story of Peter Flint.

FORGOT TO WRITE ANYTHING ABOUT OUR

"I FORGOT to write anything about our business," said Peter Flint, Wednesday night. "Graham is certainly stuck on the idea of having the salesman of a firm do a-wag things over at frequent intervals. 'If anything worth while ever comes up at those meetings,' he said, 'or if ever you hear of a good selling stunt, don't forget to let me have it.'"

"Why? Are you writing a book?" "Not exactly, but I hope to fill one. 'What's it on?'

"Money. It's a bank book I mean." "Oh! Well, at our last meeting 'C. C.' told me about having an idea grouch into line by laughing at him."

"He went into the office of this old chap, who is notorious for growing at everybody. As soon as 'C. C.' got inside, the old chap snapped at him. 'Who are you, and what do you want?'"

"'C. C.' answered him just as gruffly. 'You'll crofton. Money.'"

"'What the devil do you mean?' said the man. 'Just answering your question,' snapped back 'C. C.'"

"'I don't know what you're after and I don't care, but the sooner you get out of this office the better pleased I shall be. Bah!'"

"'At this began to laugh until the old chap said, 'Get out of that room. What are you laughing at anyhow?'"

"'I'm laughing at you. You're such a funny old grouch. You're just working it off on me instead of somebody else—that's why I'm hanging around to give you a chance to get it out of your system—you will be much better for it.'"

"'Who's a grouch?' 'I'm not a grouch.' Then in a minute he said, 'I guess I was pretty cross, wasn't I? I'm damned if I'll apologize, but I will let you tell me your story.'"

"'C. C.' then tackled him on the question of life insurance and got him to the point where he should see the doctor. 'But,' said 'C. C.', 'I can't see a doctor unless you commission for that case. That kind of person always has too high a blood pressure.'"

"'A man needs plenty of assurance to be able to talk to a prospect like that and still win his point,' remarked Graham.

"'I replied, 'I wouldn't dare tackle it unless I could get Doctor Forbes to report on it. Doctor Forbes is one of the doctors of the company and he writes such an admirable hand that when he turns in a case he has to write you whether he has accepted it or rejected it.'"

"'The fellow told quite a funny story about him. 'It seems that he has a daughter, and a young man had been courting her for some time. Now, Doctor Forbes is a cranky old cuss if he's got a high blood pressure. When the young fellow wanted to ask if he could marry the daughter, he suffered badly from cold feet, so he wrote to the old chap instead of calling.'"

"'In due time he received an answer from the doctor, but he couldn't read the doctor's reply, and, therefore, didn't know whether he was accepted as a future son-in-law or whether he would be kicked off the premises if he went to call. Finally, he remembered he had a check in a drug store, and a drug clerk is expert at reading doctors' handwriting, he decided to turn the letter over to him to see what he could make out of it.'"

"'Without explaining anything about the letter to his chum, he passed it over to him and said: 'There's a letter I received, old man, and I can't read it. I am going to leave it to you for an hour and see if you can make anything out of it.'"

"'After a while he returned to find out what the letter contained. 'Well, old fellow,' he said to the drug clerk, 'what do you make out of that letter?'"

"'Good! that was easy.' The clerk handed him over a bottle of medicine and added, 'Here you are! \$1.15 please.'"

TODAY'S BUSINESS EPIGRAM The rooster does the crowing, but it's the hen that lays the egg. Sent in by Miss P., London, Conn. What does this mean to YOU?

Business Questions Answered I am a young man, eighteen years of age. I expect to go on an expedition to sell my firm's products, varnishes, etc. Will you please advise me what kind of a letter would be suitable to a good customer whom you failed to see on your trip through the city, a letter telling him you were sorry to have missed him and trying to get his order through the mail to hand thing to it unless the letter is one that pulls and is effective.

Your chats have given me new ideas and I am sure they have helped other young ambitious fellows who are making a name for themselves. The value of a letter such as you speak of lies in its "good-will-building" power.

You may not get many orders at once, but you will create the impression that you are earnestly looking after the interest of your customers and your concern. That impression will bear fruit. Try a letter of this nature:

Dr. Mr. I am really sorry that you were out when I called yesterday. Of course, I wanted to sell you some goods, but I also wanted the opportunity of saying "hello" to you. It will be weeks before I shall be with you again, and between my letter telling you how you were, and my letter telling you how you were, you will have to wait a long time before I can see you again. I will personally guarantee that they will please you.

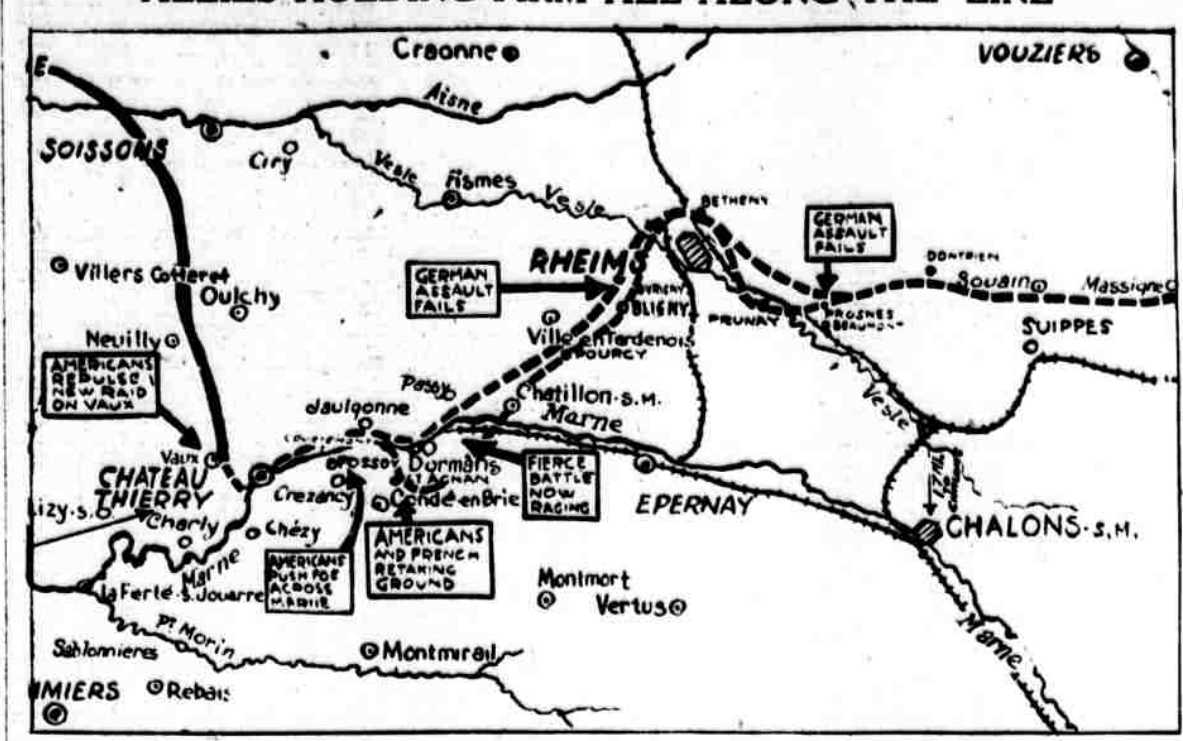
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FRANCE'S DEFENSE

ALLIES HOLDING FIRM ALL ALONG THE LINE



Renewed German assaults in the Vriigny region and in the Prunay region, west and east of Rheims, respectively, have been repulsed by the French. A fierce battle is proceeding on the wooded slopes near St. Annan, where the Germans are seeking to enlarge the salient thrust into the Franco-American line. Slightly to the westward the Franco-American forces have cleared Conde wood and retaken other important ground. Between Jaulgonne and Chateau-Thierry the Americans have entirely cleared the south bank of the Marne. The Americans also have repulsed a new German attack on Vaux. The above map shows the German line today and that held at the start of their offensive. Their gains are shown to be slight.

Allies Hold Germans Everywhere; Foes Losses Mount

Continued from Page One south of Chateau-Thierry and two miles and a half south of the Marne. La Chapelle-Monthodon is a mile and a half east of St. Annan. These points are to the eastward of the original American sector.

French Resist Onslaught "Farther east, despite the sharpest attacks, the French held the enemy on the southern borders of Bouquigny and Neale wood. (Bouquigny is three miles northeast of La Chapelle-Monthodon. Neale wood lies to the eastward.)

"The Germans made a powerful effort and penetrated the French positions, but were ejected by a counter-attack. "Between the Marne and Rheims, violent fighting is proceeding in Courton wood.

(Courton wood extends southeastward from Neuville-aux-Larris, and is one of the western reaches of the great forest of the mountain of Rheims—a principal German objective.)

Hold Germans Near Rheims "In the Vriigny region (four miles southwest of Rheims) an enemy attack failed.

"East of Rheims, local enemy attempts were unsuccessful. In the Prunay region (seven miles southeast of Rheims) the Germans, trying an assault toward Beaumont-sur-Vesle (two miles south of Prunay), were checked.

"The French positions everywhere are being maintained."

By the Associated Press On the French Front in France, July 17.

The Germans have crossed the Marne at various places, giving them control of over twelve miles of the southern bank of the stream between Gland and Mareuil-le-Port.

This operation cost them dearly, five brigades being destroyed as the troops were passing over, while hundreds of their men are believed to have met death from the machine guns and bombs of aviators.

The town of Gland lies about two and a half miles east of Chateau-Thierry and Mareuil-le-Port, about nine and a half miles northwest of Epernay.

French Fight Valiantly Having met defeat in every effort to advance east of Rheims, the Germans turned their attention toward pushing the advantage they had gained west of that city. Strong columns which crossed the Marne tried to ascend the river on both banks toward Epernay. Their powerful dashes were met steadily by the French, who contested every foot of ground.

Americans Repel Five Blows "Advices from the front state the Germans attacked the Americans at Prunay five times unsuccessfully, it is learned. (Prunay is seven miles southeast of

Rheims. This is the first intimation that Americans are fighting in that sector. The original American sector east of Rheims is nearer Matin-de-Massiges.

The Americans have accomplished marvels between Chateau-Thierry and Mareuil-le-Port on the south bank of the Marne, sixteen miles east of Chateau-Thierry.

In the region of Mareuil-le-Port the Germans have been driven back three kilometers (one and three-quarters miles) from the Marne. Further southward the enemy gained three kilometers toward Epernay (fourteen miles south of Rheims and twenty-five miles east of Chateau-Thierry). But he is still thirteen kilometers from Epernay.

Between the Marne and Rheims the Franco-Italian army has repulsed all attempts, while between Rheims and Matin-de-Massiges, despite the loss of Prunay, the enemy has advanced only three kilometers in three days.

Battles proceeded simultaneously on the right and left banks of the river. The German line of advance appears to be Veuft on the northern bank and Oeuilly on the southern.

Position Confused The position is somewhat confused and it is difficult to tell where the opposing columns are.

The Germans desire by this movement evidently to turn the strong positions formed by the forest and mountain of Rheims from the south, as an effort at a frontal attack would probably lead to disaster. The general impression is that the position is favorable for the Allies, whose tenacity and preparedness unquestionably surprised the Germans, upsetting their plans for a rapid initial success.

AMERICAN WOUNDED ARRIVING IN PARIS Paris, July 17.—(By I. N. S.)—With Americans facing the foe alongside the French in all of the vital sectors of the mighty Marne-Champagne battle-front, the bloody struggle has continued the Allies delivering counter-assaults just as savage as the lunges of the Germans.

St. Annan and La Chapelle (south of the Marne River and eastward of the zone where the Americans threw the Germans back to the northern bank of the river) have been cleared of German troops by a series of three counter-offensive attacks by French and American reinforcements.

To the southwest and southeast of Rheims the Germans have been thrusting violently against the French, American and Italian positions in an evident effort to close the pocket about Rheims.

Americans Outfight Kaiser's Best Shock Troops

Continued from Page One Thierri have not yet received information as to what our men did elsewhere. But they know what they did east of Chateau-Thierry.

Men who have seen fighting throughout the war say there never was anything like the artillery preparation of the enemy for this great drive yet made. Areas one or two or three miles back of the lines have been so often heavily shelled before that such a story would not be worth telling. But this time the German shells fell in the Meaux district, thirty miles away from the front. The same performance was repeated all along the front.

This is taken as an indication that the Germans have perfected a new long-range cannon, which, while not of the range of the gun which has bombarded Paris, is still of greater range than the other guns they have hitherto used.

But only the most intense shelling was near the lines. From the mouths of men who went through it I heard last night what it was like. Every one who reads the war news knows that a barrage is made by firing large numbers of shells at one time in the form of a curtain of steel.

Beginning at midnight Sunday, the enemy laid a creeping barrage in a sector, which went five miles back from the bank of the Marne, successive of steel swept over our sector at intervals, and this went on for hours. Back and forth, from the rear, the curtain moved over our men. While this firing was in height they brought up great numbers of canvas boats to the northern bank of the Marne. They had tried times unsuccessfully to put across ton bridges, but had been thwarted by our fire. This time they brought canvas boats estimated at 500 on the front and, protected by the heavy barrage, sent over the members of a guard division, twenty men in a boat.

This began at 3 o'clock. The boatmen were seen to be in the hands of the Germans had landed a force estimated at 15,000 soldiers in the sector held by the Americans. As soon as this force could be organized the barrage was lifted for some distance back, and the Germans advanced. It is only fair to say that these troops fought bravely, advancing in waves against our machine gun fire, knowing all the time that one by one their boats were being shot full of holes behind them.

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Advertisement for Oppenheim, Clins & Co. featuring three models of smart summer dresses. Text includes: 'Closed All Day Saturdays During July and August', 'Oppenheim, Clins & Co.', 'Chestnut and 12th Sts.', 'Announce for Thursday and Friday An Extraordinary Sale of Smart Summer Dresses', 'Three Models Illustrated', '1000 Attractive Dresses For Women and Misses', 'Summer dresses of voile in stripes, polka dots and novelty figured designs, in tunic, surplice and ruffled models, with plain or embroidered organdie collar and cuffs and belts of velvet or self material. 6.75', 'Most Exceptional Values Ever Offered'.

Advertisement for Hirsch's Fall Dresses. Text includes: 'Hirsch's', '923 MARKET STREET', 'Important Showing and Special Pricing on Fall Dresses of Unusual Individuality \$19.75 & \$25', 'There is a decided difference about these frocks that is such a relief from any summer frocks. Satins and charmeuse are combined with French serge in different effects. Some finished with silk fringe and round collars. New panel or pleated skirts.', '4.00 Silk Poplin Skirts \$3.00', 'Women's Percal House Dresses \$1.29', 'Georgette Silk Waists \$3.00', 'The new collar effects, as well as the silks, are embroidered and some lace trimmed.', 'Bargain Basement', 'Extra Special—500 Women's & Misses Silk Taffeta and Satin Dresses \$9.98', 'Dozens of new styles for choice—many expressing fall's style thoughts. Large variety of colors. All sizes up to 100 Women's New Veils Children's \$1.25 White Dresses \$3 & 5 Lingerie DRESSES 89c', 'Another Short Week Filled with Big Opportunities at Oak Hall', 'MEN and young men will find the worsted suits (that have made Oak Hall celebrated as the home of worsted cloths) still predominating in the sale.', '\$18.00 for Oak Hall's all-wool suits worth \$22.50', '\$19.50 for Oak Hall's all-wool suits worth \$25.00', '\$22.50 for Oak Hall's all-wool suits worth \$30.00', '\$25.00 for Oak Hall's all-wool suits worth \$35.00', '\$32.50 for Oak Hall's all-wool suits worth \$40.00', '\$35.00 for Oak Hall's all-wool suits worth \$45.00', 'FOR HOT JULY DAYS A FINE VARIETY OF TROPICAL CLOTH SUITS USUALLY SOLD FOR \$8.50 AND \$10 READY TO GO INTO SERVICE— \$6.75', 'Wanamaker & Brown Market at Si'.